



General Certificate of Education
Advanced Subsidiary Examination
January 2012

Leisure Studies

LS02

Unit 2 A People Business

To be conducted between 9 January 2012 and 20 January 2012

For this paper you must have:

- four AQA 8-page lined answer books, one for each task
 - your preparatory folder.
- You may use a calculator.

Time allowed

- 4 sessions of 1½ hours each

PREPARATORY FOLDERS MUST BE HANDED IN BY 6 JANUARY 2012

FOR RELEASE TO CANDIDATES FROM 9 JANUARY 2012

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use black ink or black ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The **Examining Body** for this paper is AQA. The **Paper Reference** is LS02.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Start each assignment task in a new answer book.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- In Assignment Task C, Question

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, you will be marked on your ability to:
 - use an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one 6 hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ hours.

Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

Controlled conditions sessions may be in any multiple of 1½ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4	One 6 hour session
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Two 3 hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Four 1½ hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	One 4½ hour and one 1½ hour session
1½ hours	1½ hours	1½ hours	1½ hours	

or any other combination of four sessions in 1½ hour multiples.

Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

Attempt **all** assignment tasks.

Complete Assignment Task A during session 1.

THE ASSIGNMENT

Assignment Task A: **Key principles of successful customer service and communication with customers**

Technology plays an important role in the delivery of good customer service in the leisure industry. Technology in this context can be defined as any electronic or mechanical equipment or software that improves customer service delivery.

‘You never get a second chance to make a good first impression.’

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Describe how a leisure organisation that you have studied uses technology to create a positive first impression for its customers. *(8 marks)*

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Choose **one** leisure organisation that you have studied. It may be the same organisation that you described in

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 or it may be a different one.

Evaluate how effectively the organisation uses technology to communicate with customers. *(12 marks)*

End of Assignment Task A

Turn over ►

Complete Assignment Task B during session 2.

Assignment Task B: Providing for customer needs

Name **one** leisure organisation that you have studied.

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Describe how this leisure organisation meets customers' expectations that they and their possessions remain safe and secure during their visit. *(10 marks)*

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Assess how well the organisation meets the customer service needs of **one** of the following:

- Young people under the age of 16
- Retired people
- Family groups
- Customers whose first language is not English
- Customers with specific needs.

(8 marks)

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Suggest **two** realistic ways in which the organisation might improve its service to the customer group identified in

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. *(2 marks)*

End of Assignment Task B

Complete Assignment Task C during session 3.

Assignment Task C: Key principles of successful customer service

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Having a well-trained workforce is essential for any leisure organisation to deliver good customer service.

Explain how and why the different stages in a leisure organisation's training programme ensure that all staff maintain a high standard of customer service delivery.

Answer this part of the Assignment Task in continuous prose. The quality of written communication in your answer will be assessed. *(12 marks)*

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An important part of customer service training is to ensure that all staff know how to deal with dissatisfied customers.

Discuss how a leisure organisation might benefit from a customer making a face-to-face complaint during a visit to the facility. *(8 marks)*

End of Assignment Task C

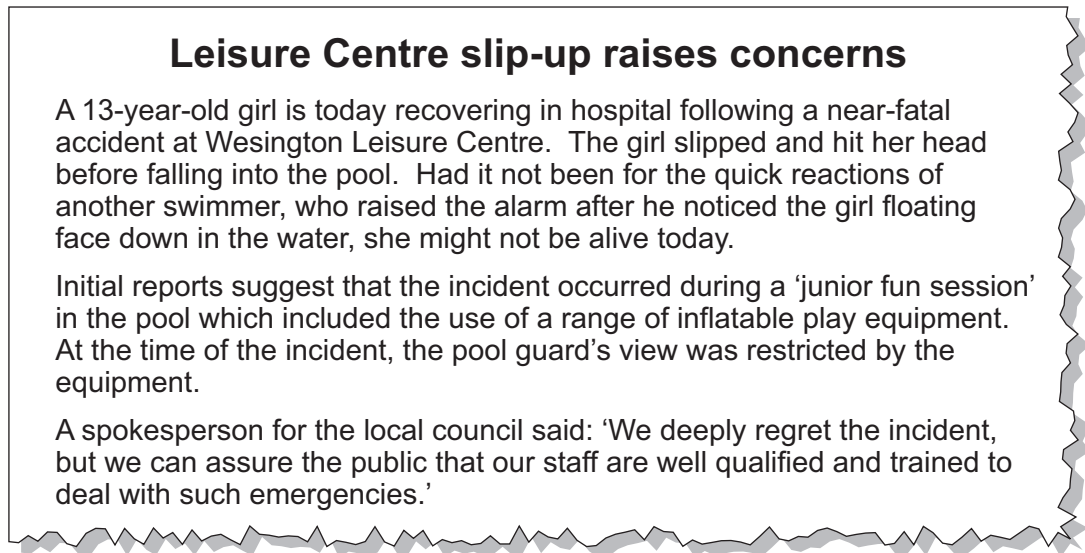
Turn over ►

Complete Assignment Task D during session 4.

Assignment Task D: The importance of the customer to the leisure industry

Study **Figure 1**, which is an extract from a newspaper article.

Figure 1



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Assess the possible impacts that the reporting of this incident in the newspaper may have on the leisure centre. *(10 marks)*

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Explain what actions the management of the leisure centre could take to re-establish customer confidence. *(10 marks)*

End of Assignment Task D

END OF ASSIGNMENT TASKS

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